

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy
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and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/19/12  
Date

Stephen May  
Signature

703-299-1760  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



WFTS

## ORDER

Print Date 09/26/12 Page 1 of 5

Flight Dates 09/25/12-10/01/12

<u>Contract / Revision</u>	303917 /	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>		<b>American Crossroads</b>	<u>Estimate #</u>	<b>1757</b>
	07/06/12 09/26/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	<b>American Crossroads</b>	<b>600 Fairmont Avenue - Suite #306</b>	<u>Order Type</u>	GENERAL
		<b>Towson, MD 21204</b>	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	<b>Mentzer Media</b>		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>			<u>Demographic</u>	A25-54
<b>600 Fairmont Avenue - Suite #306</b>	<u>Sales Office</u> EWSDC		<u>Rev Codes</u>	POL POL ISS
<b>Towson, MD 21204</b>	<u>Sales Region</u> NAT		<u>Product Codes</u>	PL
	<u>Agency Ref</u>		<u>Priority</u>	P-3
			<u>Advertiser Ref</u>	

Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 18% Market Value 392222

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	82%	321622
WBHS	%	0
WBSV	%	0
WCLF	%	0
WEDU	%	0
WFLA	%	0
WMOR	%	0
WTOG	%	0
WTSP	%	0
WTTA	%	0
WTVT	%	0
WUSF	%	0
WVEA	%	0
WWSB	%	0
WXPK	%	0

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	62	\$49,810.00	\$58,600.00	0.00	08/27/12	09/30/12	62	\$49,810.00	\$58,600.00
October 2012	12	\$10,200.00	\$12,000.00	0.00	10/01/12	10/01/12	12	\$10,200.00	\$12,000.00
<b>Totals</b>	<b>74</b>	<b>\$60,010.00</b>	<b>\$70,600.00</b>	<b>0.00</b>					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 1	WFTS	09/25/12	10/01/12	M-F 7-9a GMA GMA	CM	658-9a	22222--	:30	10	\$700.00	P-3	0.00	NM	10	\$7,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-2222--		8	\$700.00			0.00						
		Week: 10/01/12	10/07/12	2-----		2	\$700.00			0.00						



WFTS

Print Date: 09/26/12

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Contract / Revision 303917 Flight Dates 09/25/12-10/01/12 Hiatus Dates  
Original Date / Revision 07/06/12/ 09/26/12 Order Sep 00:20:00

Advertiser American Crossroads Product American Crossroads Estimate # 1757

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>					
														Spots	Amount				
N 2	WFTS	09/25/12	10/01/12	M-F 11a-12p	CM	1058a-12p	22222--	:30	10	\$900.00	P-3	0.00	NM	14	\$17,600.00				
				M-F 11a-12p															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
				Week: 09/24/12	09/30/12	-2222--				8	\$900.00	0.00							
				<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
				5	WFTS	09/24/12-09/30/12	M-F 11a-12p			1058a-12p				-TWThF----	:30	(\$900.00)	0.00	NM	
							See MG 2.11,2.12,2.13,2.14,2.15,2.16												
							[Need to do make goods ]												
				7	WFTS	09/24/12-09/30/12	M-F 11a-12p			1058a-12p				-TWThF----	:30	(\$900.00)	0.00	NM	
							See MG 2.11,2.12,2.13,2.14,2.15,2.16												
							[Need to do make goods ]												
				11	WFTS	09/27/12-10/01/12	M-F 730-8p			728-758p				M--ThF----	:30	\$3,500.00	0.00	NM	
							Ⓜ MG for 8.11,8.7,8.8,8.5,8.6,3.8,3.7,3.5,3.6,2.7,2.5												
				12	WFTS	09/27/12-10/01/12	M-F 730-8p			728-758p				M--ThF----	:30	\$3,500.00	0.00	NM	
							Ⓜ MG for 8.11,8.7,8.8,8.5,8.6,3.8,3.7,3.5,3.6,2.7,2.5												
				13	WFTS	09/29/12-09/29/12	M-SU Late News after Sports	1135p-2a					-----Sa--	:30	\$1,500.00	0.00	NM		
							Ⓜ MG for 8.11,8.7,8.8,8.5,8.6,3.8,3.7,3.5,3.6,2.7,2.5												
				14	WFTS	09/27/12-10/01/12	M-F 1135p-1202a	Nightline	1135p-1202a				M--ThF----	:30	\$850.00	0.00	NM		
							Ⓜ MG for 8.11,8.7,8.8,8.5,8.6,3.8,3.7,3.5,3.6,2.7,2.5												
				15	WFTS	09/27/12-10/01/12	M-F 3-4P	Katie	3-4p				M--ThF----	:30	\$650.00	0.00	NM		
							Ⓜ MG for 8.11,8.7,8.8,8.5,8.6,3.8,3.7,3.5,3.6,2.7,2.5												
				16	WFTS	09/27/12-10/01/12	M-F 10-11a		10-11a				M--ThF----	:30	\$400.00	0.00	NM		
							Ⓜ MG for 8.11,8.7,8.8,8.5,8.6,3.8,3.7,3.5,3.6,2.7,2.5												
				Week: 10/01/12	10/07/12	2-----		2	\$900.00	0.00									
N 3	WFTS	09/25/12	10/01/12	M-F 12-1p	CM	1158a-1p	22222--	:30	10	\$400.00	P-3	0.00	NM	6	\$2,400.00				
				ABC Action News															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
				Week: 09/24/12	09/30/12	-2222--				8	\$400.00	0.00							
				<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
				5	WFTS	09/24/12-09/30/12	M-F 12-1p		1158a-1p				-TWThF----	:30	(\$400.00)	0.00	NM		
							See MG 2.11,2.12,2.13,2.14,2.15,2.16												
							[Need to do make goods ]												
				6	WFTS	09/24/12-09/30/12	M-F 12-1p		1158a-1p				-TWThF----	:30	(\$400.00)	0.00	NM		
							See MG 2.11,2.12,2.13,2.14,2.15,2.16												
							[Need to do make goods ]												
				7	WFTS	09/24/12-09/30/12	M-F 12-1p		1158a-1p				-TWThF----	:30	(\$400.00)	0.00	NM		
							See MG 2.11,2.12,2.13,2.14,2.15,2.16												
							[Need to do make goods ]												
				8	WFTS	09/24/12-09/30/12	M-F 12-1p		1158a-1p				-TWThF----	:30	(\$400.00)	0.00	NM		
							See MG 2.11,2.12,2.13,2.14,2.15,2.16												
							[Need to do make goods ]												
				Week: 10/01/12	10/07/12	2-----		2	\$400.00	0.00									
N 4	WFTS	09/25/12	10/01/12	M-F 5-530p	CM	458-530p	11111--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00				
				ABC Action News															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
				Week: 09/24/12	09/30/12	-1111--				4	\$800.00	0.00							
				<u>Week:</u>	<u>10/01/12</u>	<u>1-----</u>				1	\$800.00	0.00							
N 5	WFTS	09/25/12	10/01/12	M-F 530-6p	CM	530-6p	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00				
				ABC Action News															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
				Week: 09/24/12	09/30/12	-1111--				4	\$900.00	0.00							
				<u>Week:</u>	<u>10/01/12</u>	<u>1-----</u>				1	\$900.00	0.00							



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Contract / Revision 303917 Flight Dates 09/25/12-10/01/12

## Hiatus Dates

Original Date / Revision 07/06/12 / 09/26/12

Order Sep 00:20:00

Advertiser American Crossroads

Product American Crossroads

Estimate # 1757

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N 6	WFTS	09/25/12	10/01/12	M-F 6-630p ABC Action News	CM	558-630p	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12		-1111--		4	\$1,000.00		0.00						
Week:	10/01/12	10/07/12		1-----		1	\$1,000.00		0.00						
N 8	WFTS	09/25/12	10/01/12	M-SU 11-1135p ABC Action News	CM	11-1135p	1222221	:30	12	\$1,400.00	P-3	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12		-222221		11	\$1,400.00		0.00						
Spot	Ch	Date Range	Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type		
5	WFTS	09/24/12-09/30/12	M-SU 11-1135p See MG 2.11,2.12,2.13,2.14,2.15,2.16 [Needs to be made good ]		11-1135p				-TWThFSasu	:30(\$1,400.00)	0.00	NM			
6	WFTS	09/24/12-09/30/12	M-SU 11-1135p See MG 2.11,2.12,2.13,2.14,2.15,2.16 [Needs to be made good ]		11-1135p				-TWThFSasu	:30(\$1,400.00)	0.00	NM			
7	WFTS	09/24/12-09/30/12	M-SU 11-1135p See MG 2.11,2.12,2.13,2.14,2.15,2.16 [Needs to be made good ]		11-1135p				-TWThFSasu	:30(\$1,400.00)	0.00	NM			
8	WFTS	09/24/12-09/30/12	M-SU 11-1135p See MG 2.11,2.12,2.13,2.14,2.15,2.16 [Needs to be made good ]		11-1135p				-TWThFSasu	:30(\$1,400.00)	0.00	NM			
9	WFTS	09/24/12-09/30/12	M-SU 11-1135p See MG 10.3,10.4,10.5,10.6 [news airs late due to NCAA Football]		11-1135p				-TWThFSasu	:30(\$1,400.00)	0.00	NM			
10	WFTS	09/24/12-09/30/12	M-SU 11-1135p See MG 10.3,10.4,10.5,10.6 [news airs late due to NCAA Football]		11-1135p				-TWThFSasu	:30(\$1,400.00)	0.00	NM			
11	WFTS	09/24/12-09/30/12	M-SU 11-1135p See MG 2.11,2.12,2.13,2.14,2.15,2.16 [Needs to be made good ]		11-1135p				-TWThFSasu	:30(\$1,400.00)	0.00	NM			
Week:	10/01/12	10/07/12	1-----			1	\$1,400.00	0.00							
N 10	WFTS	09/25/12	09/30/12	SA 6-630p ABC Action News	CM	558-630p	-----2-	:30	2	\$600.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12		-----2-		2	\$600.00		0.00						



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## Hiatus Dates

Original Date / Revision 07/06/12/ 09/26/12

Order Sep 00:20:00

Advertiser American Crossroads

Product American Crossroads

Estimate # 1757



WFTS

Print Date: 09/26/12

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Contract / Revision 303917 Flight Dates 09/25/12-10/01/12 Hiatus Dates  
Original Date / Revision 07/06/12/ 09/26/12 Order Sep 00:20:00

Advertiser American Crossroads Product American Crossroads Estimate # 1757

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 16	WFTS	09/25/12	09/30/12	SA 8-9a	CM	758-9a	-----2-	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00	
				SA 8-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----2-		2	\$500.00			0.00						
N 17	WFTS	09/25/12	09/30/12	Sa 9-10a	CM	9-10a	-----2-	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00	
				Sa 9-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----2-		2	\$300.00			0.00						
N 18	WFTS	09/25/12	09/30/12	SU 7-8a	CM	658-8a	-----2	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00	
				SU 7-8a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----2		2	\$500.00			0.00						
N 19	WFTS	09/25/12	09/30/12	M-F 6-7a	CM	558-7a	-TWTF--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF--		1	\$700.00			0.00						
N 20	WFTS	09/25/12	09/30/12	M-F 7-730p	CM	658-730p	-1-11--	:30	3	\$3,000.00	P-3	0.00	NM	3	\$9,000.00	
				7-730p The List												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-1-11--		3	\$3,000.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WFTS	09/24/12-09/30/12	M-F 7-730p		658-730p				-T-ThF---	:30	\$3,000.00	0.00	NM		
	2	WFTS	09/24/12-09/30/12	M-F 7-730p		658-730p				-T-ThF---	:30	\$3,000.00	0.00	NM		
	3	WFTS	09/24/12-09/30/12	M-F 7-730p		658-730p				-T-ThF---	:30	\$3,000.00	0.00	NM		
N 21	WFTS	09/25/12	09/30/12	Su 6-7a	CM	6-7a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00	
				Su 6-7a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1	\$200.00			0.00						
N 22	WFTS	09/25/12	09/30/12	M-F 107-207a Right This M	CM	107-207a	-TWTF--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00	
				M-F 107-207a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF--		1	\$100.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WFTS	09/24/12-09/30/12	M-F 107-207a Right This M		107-207a				-TwThF---	:30	(\$100.00)	0.00	NM		
				See MG 22.2												
				[PROGRAM CHANGE]												
	2	WFTS	09/25/12-09/25/12	M-F 107-207a Right This M		107-207a				-T-----	:30	(\$100.00)	0.00	NM		
				Ⓜ See MG 22.3												
				[WRONG INV CODE]												
	3	WFTS	09/25/12-09/25/12	M-F 107-207a Katie		107-207a				-T-----	:30	\$100.00	0.00	NM		
				Ⓜ MG for 22.2 09/25												

Totals 74 \$70,600.00